



Volunteer Recruiting/Marketing: Finding the right fit!

Keita Cole – Director of Aging Nutrition Program

Recruiting & Screening Volunteers



Assessing the potential of your Volunteer Program

- ✂ Before you start recruiting new people – take a step back and assess if your program is ready to handle more volunteers
- ✂ It is less about the NUMBER of volunteers and more about the IMPACT of those volunteers
- ✂ Quality wins over quantity every time!



4 Steps to Assess your program

- ☞ **Step 1:** Determine the current level of volunteer involvement
- ☞ **Step 2:** Determine your potential for increasing involvement
- ☞ **Step 3:** Identify what in your program needs improvement
- ☞ **Step 4:** Create, adopt, & develop an action plan & timeline



Step 1: Determine the current level

- ✎ Clean up the volunteer database
- ✎ Know who you have and what they do
- ✎ Include non-traditional volunteers
- ✎ Don't miss people who volunteer for special projects
- ✎ Remember your volunteers who provide professional or in-kind services



Step 2: Determine the potential for increasing

- ✎ Adding more isn't always the answer
- ✎ If you cannot manage them, they just become part of the problem
- ✎ If not managed well, they have a negative experience
- ✎ Volunteers may be free but volunteer programs are not
- ✎ Before you add more – make sure you can support them



Step 3: Identify improvements



- ☞ Make sure you have everything in place to make your volunteers successful
- ☞ Evaluate your program & see what needs improvement
- ☞ Volunteer “job descriptions”
- ☞ Volunteer application
- ☞ Getting staff on board with volunteers
- ☞ Have a PRO-VOLUNTEER culture

Step 4: Action Plan & Timeline



- ✂ All volunteer programs can use an assessment on a regular basis
- ✂ Now your assessment is complete – time to implement it
- ✂ Don't feel overwhelmed
- ✂ Communicate what you found
- ✂ Make sure to include the Who, Why, What, How and When
- ✂ Share with anyone involved in your program from stakeholders to volunteers
- ✂ Make a timeline to help stay on task



Recruiting the RIGHT Volunteer

- Now that you have assessed if you CAN manage more volunteers – how do you find the RIGHT ones?
- Creating a GREAT volunteer “job description” or position description is the #1 goal in recruiting the right person
- You want to attract the right person, for the RIGHT POSITION



Elements of Volunteer Position Description

☞ THE BEST POSITION DESCRIPTION – OMIT THE WORD VOLUNTEER!

- Dog Socializer = prepare dogs for adoption
- Resource Diva = solicit in-kind donations
- Party Animals = party planner
- Waymaker = Volunteer Driver



Elements of Volunteer Position Description

- ⌘ Job Description
- ⌘ Job Duties
- ⌘ Who they report to
- ⌘ Location/Schedule
- ⌘ Time Commitment
- ⌘ Skills Needed
- ⌘ Training Provided
- ⌘ Benefits



Create a Recruitment & Marketing Plan

- ⌘ This plan is your roadmap to set your goals and put your ideas into motion
- ⌘ Create an annual and monthly plan
- ⌘ There is no “right” way to create a plan
- ⌘ Assess current efforts, inventory marketing materials, see what has/hasn't worked
- ⌘ See what needs improvement



Craft Your Message to Recruit



- ✎ Is it sending an email to community partners or handing out flyers around town?
- ✎ Make sure you have a clear, unified message
- ✎ Create a positive message that encourages action
- ✎ Point out the benefits for the volunteer & community

Demographics & Trends



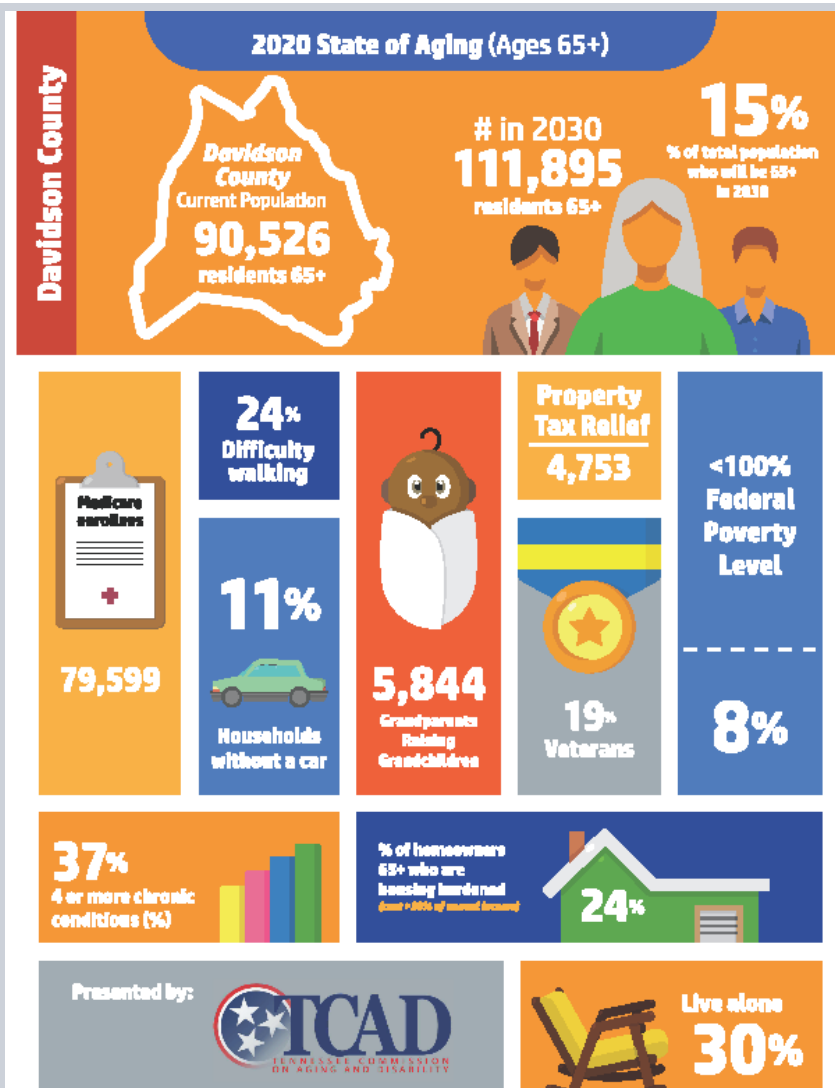
- ☞ Know the demographics of your area
- ☞ Types of demographics/trends to keep up with:
 - Number of total town population
 - Age breakdown
 - Projected growth
 - Significant population segments
 - Where people live (highest percentage in what part of the county/area)

Where do I find demographic information?

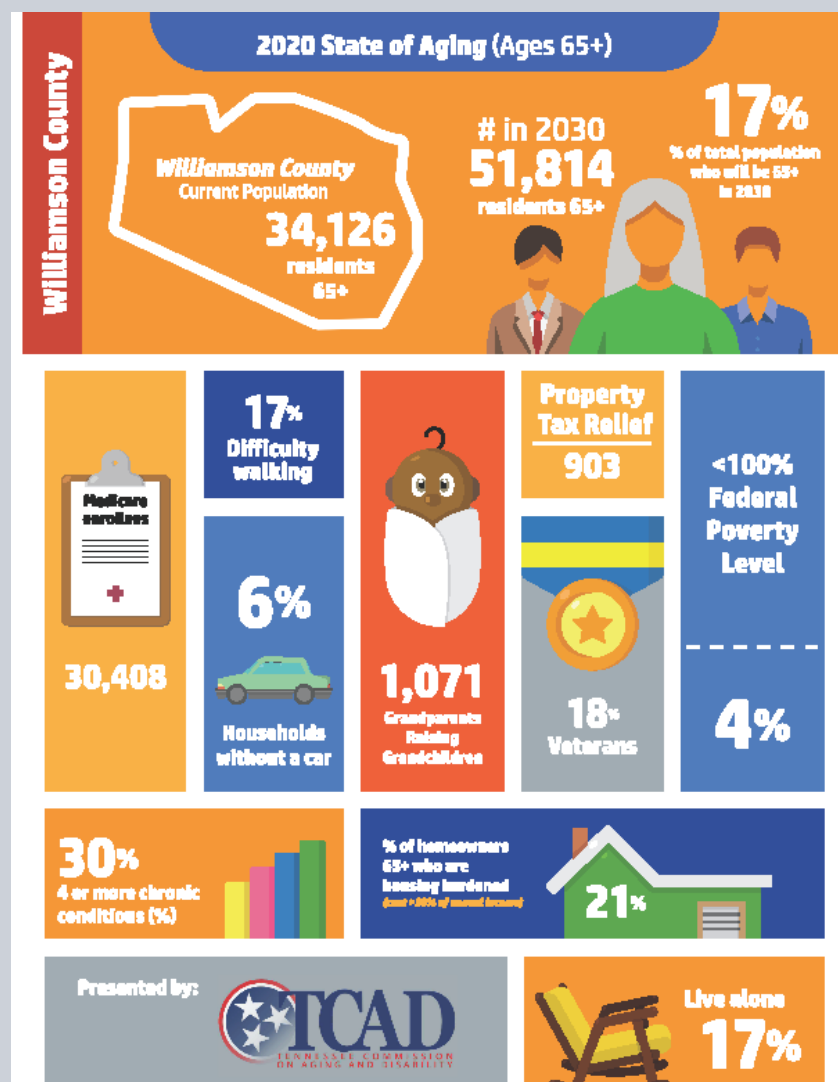
- ☞ People in your area will have this data
 - County Clerk Office
 - Property Assessor Office
 - Chamber of Commerce
 - Planning Department
 - Voting Office
 - Veteran's Agent
 - Census Data
- ☞ TN Commission on Aging & Disability Produces a "State of Aging" report



TN State of Aging – Davidson County



TN State of Aging – Williamson County



Offer Online Opportunities

- ☞ Be sure to include any online opportunities
- ☞ Some companies encourage employees to volunteer during work hours (rare but it does happen)
- ☞ Volunteers can offer skills like data-entry, graphic design, fundraising, social media management, etc.
- ☞ Keep high school/college kids in mind
- ☞ They are usually looking for volunteer hours for scholarships or school credit



Create a CALL TO ACTION



- ☞ The call to action drives potential volunteers to be proactive
- ☞ You can use the call to action to get your potential volunteers or current volunteers to DO something
- ☞ Don't forget to follow each call to action with a link to your volunteer site or phone number

Leave Seats Empty

- ✎ To find the “right fit” it is important to screen the potential volunteers
- ✎ Ask them questions
- ✎ Sometimes a spot is better left empty than filled with the wrong person
- ✎ No body sometimes is better than just a “Warm Body”



Volunteer Screening Questions

- ✧ Why do you want to volunteer?
- ✧ What makes you a good fit?
- ✧ Would you consider yourself a leader?
- ✧ What makes you feel appreciated?
- ✧ Do you prefer to work independently or collaboratively?
- ✧ What interests you about this position?
- ✧ What questions do you have?
- ✧ What barriers to volunteering do you anticipate? How can we help?
- ✧ Are there any physical restrictions you may have?



Things to keep in mind



- ⌘ Make sure you are putting the correct message out
- ⌘ Be aware of the background in your photos
- ⌘ Take new photos – have REAL people
- ⌘ Lighting is key – you want it to look fun and inviting
- ⌘ Always get a photo/media release signed
- ⌘ You can google photo/media releases and adapt to fit your organization

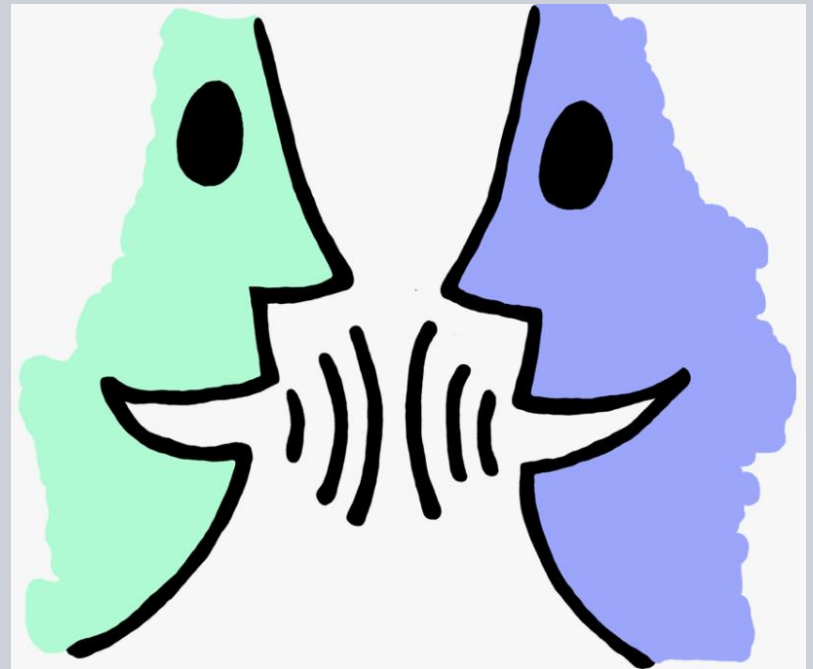
Focus on THEM not YOU

- ☞ You now know what makes your program great
- ☞ Now focus on how your program benefits your volunteers
- ☞ Why do they need you??
- ☞ Why should they donate their time to your organization?
- ☞ “We need help” – that may be true, but that cannot be the central focus
- ☞ What do the volunteers gain?



Communicate Expectations

- ☞ Volunteers come with a passion for your cause and interest in your work
- ☞ Clearly communicate expectations at the beginning
- ☞ Volunteers are more comfortable and happier
- ☞ Sets the expectations from the beginning
- ☞ Never a guessing game



Is it easy to volunteer?

- ✂ Have you tried to sign up to volunteer for your organization?
- ✂ Are the steps clear?
- ✂ Are the people you encounter friendly?
- ✂ Do forms load correctly?
- ✂ Can you print the forms?
- ✂ Is the person answering the phone friendly?
- ✂ Some people may need extra training to make sure you are putting the right message out there



Make it Enjoyable

- ✧ FUN is the secret ingredient
- ✧ Volunteers will stay engaged
- ✧ They will recommend your organization to others
- ✧ Yes, everything else is important
- ✧ But if it isn't fun.....
- ✧ It isn't worth it



Keep In Mind...



Provide Feedback & Recognition



- ∞ Volunteers like to be treated as equals
- ∞ Paid staff receives feedback
- ∞ Provide feedback to volunteers
- ∞ Manage them with respect – they are important to your team
- ∞ Empower them
- ∞ Talk WITH them about recognition

Measure the Results

- ☞ What is your volunteer impact?
- ☞ Keep up with how people heard about you
- ☞ ASK THEM
- ☞ Do satisfaction surveys after events
- ☞ Survey current volunteers
- ☞ Ask for volunteer's input
- ☞ One of the best things about marketing and recruiting is you are NEVER done learning



Be Inclusive



- ⌘ Times are changing – you must change with them
- ⌘ Do not discriminate against beliefs, religion, color, sexual preference, etc.
- ⌘ Even if you don't agree – it isn't your job to agree
- ⌘ Sometimes you must take a step back and revamp things
- ⌘ Revise your applications
- ⌘ Make sure EVERYONE feels welcome

Revisit your Mission and Strategy Often



- ✂ You have put all this work into recruiting & marketing
- ✂ Do not let it go to waste
- ✂ Use it, adapt it, re-work it
- ✂ Your organization's needs will change
- ✂ Your strategy will change
- ✂ There is no "One Size Fits All" situation



Resources To Use for Marketing



- ✧ You can use free online resources to create marketing materials
- ✧ You can Google Search for online software for marketing - FREE
- ✧ Examples
 - Canva
 - Constant Contact
 - Design Wizard
 - Word Cloud

Final Thoughts

- ∞ Make sure everyone is PRO-Volunteer
- ∞ Look for ways to make everyone feel welcome
- ∞ Always get permission for photos/art
- ∞ Collaborate with your community
- ∞ Present a consistent message
- ∞ THANK EVERYONE



∞ BE POSITIVE

Questions?





Keita Cole, CVA
Aging Program Director – Nutrition
TN Commission on Aging & Disability
Keita.Cole@tn.gov
615-770-3901